

## **About Andrew Edson & Associates...**

**We are significantly different** from the thousands of public relations counseling firms that proliferate in the United States. While we started doing business in June 1996, our antecedent experience goes further back and was realized on both the corporate and counseling levels, interacting with leaders of business and industry in this country and abroad, as well as academic institutions, trade associations and governmental agencies.

The consultancy strongly believes in providing seasoned professionals who act in the client's best interests with a plan, pre-determined goals and to seek quantifiable results that are deliverable.

**The consultancy's services** include all facets of corporate public relations and investor relations:

- Media relations and publicity support, including interviews, press tours, news conferences, backgrounders and media training
- Regional, national and international public relations
- Strategic counseling and planning
- Analyst and portfolio manager meetings, including roadshows and presentations, and introductions to investment bankers, where applicable
- Preparation of shareholder communications and collateral, including annual and interim reports, factsheets and factbooks
- Initial Public Offerings and secondary offerings, before-, during- and after an IPO or financing
- Ghostwriting bylined articles, case histories, speeches, management presentations and brochures
- Communications audit and public relations planning
- Corporate and institutional advertising

**Key staff includes:**

**Andrew S. Edson, president**, started the consultancy after serving as president and chief operating officer of Anreder and Company, a New York-based corporate and investor relations specialist, which he joined in early 1994.

Previously, he spent more than 15 years at Padilla Speer Beardsley Inc., a top 30 firm, as a senior vice president and managing partner. He joined the Minneapolis-headquartered counseling firm in 1978 and eventually became head of its New York office, an equity owner and director, building one of the leading financial services practice firms in the country. He also founded the world's largest consortium of independently owned public relations firms, The Worldcom Group, and served as its group secretary for eight years.

Mr. Edson was public affairs manager for Citicorp; assistant director of corporate public relations with The Anaconda Company; and held account positions with Ruder & Finn Inc. and Harshe-Rotman & Druck, Inc., two international public relations counseling firms. He began his career as a staff writer with the *Memphis Press-Scimitar*. He holds a B.A. in history and government from Fairleigh Dickinson and an M.A. in history from Memphis. Accredited by the Public Relations Society of America, he is a member of the National Investor Relations Institute (NIRI).

**Fraser P. Seitel, senior partner**, spent two decades at The Chase Manhattan Bank where he rose to senior vice president, and director of public affairs. He also served as investor relations counselor at The Greater New York Savings Bank and senior counselor at Burson-Marsteller. *PR Week* named him one of the top 100 PR professionals of the past century.

Author of The Practice of Public Relations, the most widely used college text and co-author of the just published IdeaWise, he was editor and publisher of the *Strategist*, the quarterly magazine of the Public Relations Society of America, and now writes a semi-weekly column for Jack O'Dwyer's daily PR web site. He started his career with Prentice-Hall and Hill & Knowlton. He holds a B.J. from Missouri, an M.A. in journalism from North Dakota and a M.B.A. from New York University.

**Martin Skala, vice president**, is an investor relations executive with more than 25 years experience in financial writing, media relations and corporate communications. From 1979 to 1995, he was senior editor of Standard & Poor's flagship investment advisory publication, *The Outlook*, where he developed and managed a supervised list of some 40 equity-oriented mutual funds. Previously, he held corporate communications positions at American Express and Manufacturers-Hanover Bank. Earlier he was New York City-based business and financial correspondent for *The Christian Science Monitor*.

He holds a B.A. degree from Oberlin and an M.A. in Economics from Columbia. He is a member of the New York Financial Writers' Association and the New York Association of Business Economists.

**Stephen Koenigsberg, vice president, media relations**, joined the firm from Kodora Communications, Hauppauge, NY, where he was media director. Previously, he was Rowan & Blewitt's director of media relations, with responsibility for all media contact programs for corporate and institutional clients. From 1987 to 1997, he ran his own public relations firm and before that was public relations director of Market Guide, Inc.

He holds a B.S. in mathematics from the State University of New York at Buffalo.

**Barry J. Zusman, senior counselor**, has over 30 years of agency and corporate experience, where he has amassed strengths in B2B, technology, publishing and high-end consumer PR. Previously, he was a senior vice president/group supervisor with Ogilvy & Mather Public Relations in New York and general manager of its Chicago office, and corporate communications manager at CMP Media Inc.

He holds a B.S. in industrial distribution from Clarkson University and an M.B.A. from Pace University.

**A firm is known by the company it keeps:**

- **Accredited Home Lenders** (NASDAQ: LEND), San Diego-based national non-prime mortgage lender ([www.accredhome.com](http://www.accredhome.com)).
- **Allianz Income Management Services**, Minneapolis-based wealth management provider to the Boomer generation and a unit of Allianz of America ([www.allianzincome.com](http://www.allianzincome.com)).
- **CampusAve.com**, a national classified listing service for the college community ([www.campusave.com](http://www.campusave.com)).
- **Cooper Gay**, New York, one of the largest privately owned insurance and reinsurance broking groups registered at Lloyd's of London ([www.coopergay.com](http://www.coopergay.com)).
- **CTW Consulting**, Minneapolis-based insurance and management consulting firm ([www.cheattowin.net](http://www.cheattowin.net)).
- **DataTreasury Corporation**, Plano, TX-based company whose patented business process complements and enhances biometric applications to ensure the security of transactions, while protecting individual privacy ([www.datatreasury.com](http://www.datatreasury.com)).
- **Hanmi Financial Corporation** (NASDAQ: HAFC), Los Angeles-based, it is the largest Korean-American bank ([www.hanmi.com](http://www.hanmi.com)).
- **John B. Collins Associates**, Minneapolis-based independent reinsurance broker ([www.collins.com](http://www.collins.com)).
- **The Silver Institute**, Washington, DC-based international trade association of miners, refiners, fabricators and wholesalers of silver products ([www.silverinstitute.org](http://www.silverinstitute.org)).
- **Welsh, Carson, Anderson & Stowe**, New York-based private equity firm, one of the largest in the country ([www.welshcarson.com](http://www.welshcarson.com)).
- **ZStrata, LLC**, Huntington, NY software development firm specializing in the financial and professional service firm space ([www.zstrata.com](http://www.zstrata.com)).